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OUTREACH

Outdoor advertising news and reviews

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Top 10 Reasons To Advertise On Billboards.

- **Sight:** Communicates with the dramatic impact of size and color -- big, bold and hard to ignore.
- **Targeting Ability:** Able to reach your entire target market while eliminating waste circulation.
- **Reach:** You can't beat outdoor for the sheer size of the audience.
- **Editorial Environment:** In outdoor, the medium is the message, encased in a beautiful framework, wherever you want it to be.
- **Efficiency:** With the lowest cost per thousand of any media, outdoor has always been, and still is, the best buy.
- **Effectiveness:** Outdoor sells constantly and rapidly builds and maintains brand awareness.
- **Adaptability:** With a variety of format options, outdoor can be customized to fit every advertiser's needs.
- **Speed:** It is quick and easy to plan and place your billboard ads.
- **Ease of Access:** The planning, buying and tracking of your campaign is now easier than ever, thanks to recent technology advances.
- **Cost:** Compared to other marketing vehicles, billboards are a relatively low-cost method of advertising. Outdoor advertising has the lowest CPM of all other types of media offering more bang for your buck.



ISA Wraps Up Its Biggest Sign Expo



March 31, 2008 (Alexandria, VA)

The International Sign Association (ISA) today called its 2008 International Sign Expo "the biggest

sign show ever." Held March 26-29, 2008, at the Orange County Convention Center in Orlando, Fla., the event drew large crowds and – for the fourth consecutive year in a row – boasted more exhibit booths than any previous Expo. In addition, this year's event hosted thousands of international visitors in Orlando, with a total of 3,723 individuals representing 111 countries outside the U.S.

ISA Sign Expo 2008 attracted nearly 20,000 attendees and showcased 1,952 exhibit booths, representing 563 companies demonstrating the newest technologies in the electronic sign, printing and graphics industries. The packed exhibit hall featured 130 more booths this year than in 2007.

"The feedback I received from exhibitors this year was overwhelmingly positive," said ISA President and CEO Lori Anderson. "The quantity and quality of exhibitors reflects a diverse and thriving industry."

ISA Senior Vice President Brian McNamara has seen the ISA Expo trade show floor grow from 100 booths to the nearly 2,000 booths in the past 25 years. He attributes the evolution of the trade show in size and scope to the upward trajectory of the sign industry itself, as new technologies have redefined the nature of the sign industry.



"Advances in technology have continuously revolutionized the sign industry," McNamara said. "The Expo is more than just a platform for networking; it is where business gets done. It is the premier platform to conduct domestic and international business in the sign industry."

ISA delivered its unparalleled slate of educational sessions at the Expo, through its always popular Discovery Seminar Series, with a total of 1733 seats sold for 36 educational sessions and discussion forums.

NEW

PREMIER MEMBERS



Company: MPICS EYE
Location: UK
Address: Well House, Unit D, 23a Benwell Road Unit D
City: London
Zip Code: N7 7BL
Country: England
Phone #: +44 (0) 207619 8235
Fax #: +44 (0) 870 7621929

Website: www.mpicseye.com/

Product:
 1. Indoor digital screens in office buildings.
 2. Coffee Sleeve Advertising

Contact Person:
 Albert Rehan
 President/ Founder

Profile URL <http://www.greatoutdoornetwork.com/GON/mpics>



Company: Freeway Advertising
Location: Utah
Address: 2604 West Van Ross Dr.
City: S Jordan
State: UT
Zip Code: 84095
Country: USA
Phone #: (801) 359-9942
Fax #: (801) 253-6890

Product:
 1. Rotary Bulletins
 2. Permanent Billboards

Contact Person:
 Paul Newbold
 Owner

Website:
www.freewayadvertising.com

Profile URL <http://www.greatoutdoornetwork.com/GON/freeway>



Company: Go Mobile Promotions
Location: US
Address: 400 Chesterfield Center Suite 400
City: St Louis
State: MO
Zip Code: 63017
Country: United States
Phone #: 877.646.4733
Fax #: 314.334.0901
Website:
www.gomobilepromotions.com

Product:
 1. Promotion Vehicles
 2. 3D Display & Street Teams
 3. Vehicle Wraps

Contact Person:
 Obi Erondu
 President

Profile URL <http://www.greatoutdoornetwork.com/GON/gomobilepros>



Company: Optec Displays, LLC
Location: California
Address: 530 South 6th Ave
City: City of Industry
State: CA
Zip Code: 91746
Country: USA
Phone #: 800-876-1668
Fax #: 626-369-7858
Website: www.optecdisplays.com

Product:
 1. Digital Screen Manufacturer indoor/ outdoor

Contact Person:
 Wayne Yang

Profile URL <http://www.greatoutdoornetwork.com/GON/optecdisplays>

NEW: DIGITAL MOBILE BILLBOARDS

Company: Palm Tree Mobile Billboards
Location: Atlanta, Las Vegas, Orlando
Address: 119 North Central Avenue
City: Oviedo
State: FL
Zip Code: 32765
Country: USA
Phone #: 407.221.3114
Fax #: 407.796.5113
Website:
www.palmtreebmobilebillboards.com



Digital Stills



Animated Copy



Full Video Display

INDOOR ADVERTISING

Significant Impact On Ad-Adverse Trendsetters According to New Research

An overwhelming majority - or 78 percent - of bar visitors surveyed could recall at least one of four advertisers that ran ads on bar-based digital billboards according to the Zoom survey administered by the media research firm [Arbitron](#). Additionally, the survey revealed that brand aided recall ranged from 37 to 53 percent, confirming that people not only saw the ads on the digital billboards, but remembered the advertisers.



"What this means is that our bar media reaches active, social adults who have the power to create strong word-of-mouth campaigns and profoundly affect consumer trends," said [Zoom Media & Marketing](#) President, Dennis Roche.

Parthenon Capital Invests in The Health Club Panel Network

Private Equity Firm becomes significant investor in nation's largest health club media and marketing network. Investment will support [HCPN's](#) expansion plans, including nationwide rollout of its Digital Advertising Network.

Los Angeles, CA—Parthenon Capital, a middle market-focused private equity firm with over \$1.8 billion of capital under management, announced today that it has made a significant investment in The Health Club Panel Network.

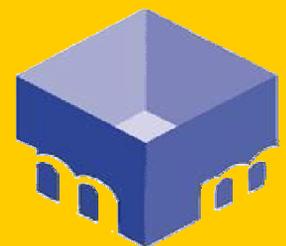
HCPN's management team, operations and sales staffs will be remaining with the company. "We're thrilled with this transaction," said Michael Lederer, co-founder and Executive Vice President. "It validates all the great work and the tremendous success the company has experienced since we launched in 1995, while providing a strong endorsement to the present and long term potential of the place-based media industry overall.

"We're getting a great business partner in Parthenon, who can help us both with strategic planning as well as fund our aggressive growth plans," he added.

These plans include rolling out the largest fully owned digital advertising network in US health clubs. HCPN presently has multiple flat panel monitors offering "zoned" content and advertising as well as a live RSS feed installed in over 300 health clubs, with a strong concentration in the Top 20 DMAs. With the support of Parthenon, HCPN now plans to have its digital advertising network installed in well over 1,000 clubs by the end of 2008. This network will strongly complement the exclusive static panel advertising and promotional/sampling opportunities that HCPN offers its agency and brand clients in nearly 3,000 health clubs nationwide. Additionally, HCPN will begin to explore, with critical support and expertise from Parthenon, many other tangential growth opportunities.

Magnetic and NEC Announce Partnership Launching a 57" Enabl3D(TM) Display at Digital Signage Expo

NEW YORK - NEC Display Solutions of America and [Magnetic Media Holdings Inc.](#) (Magnetic) today announced a partnership that will allow NEC displays to show 3D video content using Magnetic's Enabl3D™ technology. Both companies are currently highlighting the cutting-edge technology at the Digital Signage Expo (DSE), held at the Las Vegas Convention Center. The product showcase marks the industry's first glimpse of the 57" 3DEnabled™ display for retail digital signage applications.



Dominate the Market

with Bus Shelter Advertising

Denver Metro

- 800+ Shelter Locations Metro Wide
- Includes Downtown and Suburbs
- Coverage Near Denver Sports Stadiums and Convention Center



Salt Lake City Metro

- Salt Lake City Suburban Coverage
- Provo and Ogden

Digital Advertising Network - Las Vegas Metro

- HD Digital Pillars and Panels with Audio on the Strip
- Traditional Shelters on the Strip and Tourists Corridor
- 1-Week Convention Campaigns Available
- Full House Structures
- Traditional Shelters in Henderson and the Metro Area



For More Information Contact Ginny Deitchler

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970.225.4095

www.opoutdoor.com

DIGITAL OUT OF HOME

JCDecaux Partners with Daktronics to Launch Digital Billboard Network

BROOKINGS, S.D. – [Daktronics Inc.](#) (NASDAQ-DAKT), the world's leading digital billboard manufacturer, announced today that JCDecaux, a leader in European outdoor advertising, has chosen Daktronics to provide the company with 20 digital LED billboards for installation in the United Kingdom. It will be the largest deployment of roadside digital screens in Europe, and it marks a significant step in the growth of digital outdoor advertising on that continent.

"Daktronics is pleased with the opportunity to work with JCDecaux on this project," said Jim Morgan, chief executive officer at Daktronics. "Our dedication to the digital outdoor advertising market since 2001 positions us to serve the global community. During these years, we've aligned market-specific products, comprehensive services and manufacturing capacity to streamline our response to customers."

This is the second time Daktronics has supplied digital billboards to JCDecaux in the past year. JCDecaux purchased two digital displays in late 2007, which were installed into a structure uniquely designed in the shape of the Olympic torch. The structure, known as the "Torch," quickly became a landmark in the United Kingdom. According to Lawrence Haines, the managing director of JCDecaux's large format division, the successful Torch installation was a big reason why JCDecaux chose Daktronics as their supplier for this project. "With the installation of the Torch and its great success in London," said Haines, "we have the confidence in Daktronics to deliver the best quality products as we continue our expansion in the digital billboard market." In addition to designing and manufacturing the digital billboards, Daktronics will provide JCDecaux with full-service operation of the billboards through Daktronics Network Operations Center. Daktronics Network Operations Center offers a comprehensive solution including network programming, monitoring and display control.

The digital billboards will be installed at existing locations throughout London and will replace the scrolling displays currently in use. The new billboards will provide advertisers with the best digital outdoor displays in the United Kingdom, with unparalleled product quality and performance. Each digital billboard measures approximately 6 meters wide by 3 meters high (19 feet wide by 9 feet 6 inches high). The network is scheduled for completion in April 2008.

About JCDecaux For 40 years JCDecaux has delivered quality and innovative outdoor advertising solutions. The firm is the only company worldwide to focus exclusively on out-of-home and have a presence in all areas of the market – street furniture, billboards, transport and digital. JCDecaux continues to grow and to innovate, venturing into new markets and investing in research and development. In the UK Since establishing in 1983, JCDecaux UK has become the market leader. Its rapidly expanding portfolio accounts for a quarter of the out-of-home market and emphasizes quality, location and innovation. The company works closely with city councils and landowners to develop valuable services for them, the community and the advertisers who utilize the JCDecaux portfolio.

Why go digital?

A major question facing many outdoor advertising companies today is "Should I go digital now, or should I wait?" The answer is – it depends. The decision to go digital requires a change in the way an outdoor advertising company does business. Gone is the need to print faces, deliver them to a billboard site, mount them to the structure and repeat this process as faces are rotated around a market.

Going digital gives you the ability to now instantly change ads, rotate them from board to board (or simultaneously on multiple boards) and schedule multiple advertisers on one face. This is a quantum leap in technology that now gives outdoor advertising all of the same capabilities as other electronic media like TV, radio and internet – plus more! Advertisers can now present ads by day-part, in conjunction with local, regional or national promotions, seasonally and even tied to specific events (imagine a retailer being able to offer championship merchandise within seconds of the local team winning the title!) Plus, you'll have another added benefit that traditional media cannot offer – a captive audience.

Even with the 5x or 10x revenue increases common with billboards that convert from static to digital, the CPM still remains one of the most affordable of all media. And one more thing – billboards are closer to the point of sale, which minimizes the frequency required with traditional in-home media. So now the question is – "Can I afford the investment in digital outdoor advertising technology?"

The answer is – YES you can!



LATEST ADVERTISING CAMPAIGNS

HUNGRY?



Client: Johnsonville Brats
Market: Chicago
Type: Non-Traditional / Custom Replica

Campaign: [Massivemedia](#) teamed up with Johnsonville Brats for the 'Kick off to Grilling Season. Massivemedia built a 25 foot tall grill and 15 foot brat that was suspended from a crane 50 feet in the air for 10 days at The John Hancock Center on North Michigan Avenue in Chicago, IL. This non traditional promotional event was a major success and was picked up by over 30 TV news outlets throughout the country. The brat was lowered to the grill on daylight savings weekend with smoke machines, sizzle sounds and a rock band where we hosted a huge brat sampling program.

MASSIVEMEDIA

Contact Person: Rob Rukstalis
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E-Mail: rob@massivemediainc.com

ON TOUR



Client: Arizona Tourism
Markets: Chicago, Denver, Detroit, Los Angeles and San Francisco
Type: Mobile Advertising / Branding

Campaign: The [Go Mobile](#) Affiliate Network orchestrates a five market Mobile Billboard campaign. Arizona Tourism received exclusive mobile billboard exposure in Chicago (Photo to left), Denver, Detroit, Los Angeles and San Francisco. The five market domination campaign is used to promote the unique and inviting Arizona lifestyle. A designed and implemented a custom traffic plan was created for each market to target the business community, high traffic areas and various strategic locations in and around each market. Six different unique mobile billboards creative were utilized to get the message across that "Arizona is the place to be" by using the scrolling back lit mobile advertising vehicle to draw attention to the message.



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Live Video and Projection, Proof Everything Is Bigger In Texas

HOUSTON, TX, [National Transit Media](#) (NTM) pulled the largest moveable backdrop/billboard in the United States into Houston's Reliant Stadium this week for Miller Lite at the Houston BBQ, the prequel to the Houston Stock Show and Rodeo.

"We've brought the K2 into this event to allow Miller not only to be the most impactful sponsor here at Reliant Stadium but to be the 'jumbotron' provider by shooting all the action on the Miller stage, then producing and projecting that content onto the K2," Shane Edmonson, VP of Sales for NTM said. NTM also ran a loop of commercial content in between the nightly acts that included co-promotional material with the title sponsor.



Astral Media Outdoor Will Increase Efficiencies With An Enterprise Solution

Montreal, Canada - [Datex International](#) announces that Astral Media Outdoor, L.P. (AMO) has selected Datex to implement an enterprise solution that includes OutField, a Field Service Management System for OOH, and FootPrint IMS, a real-time Inventory Management System. This solution will manage all of AMO's field service operations along with their supplies inventory providing them with real-time information and increased visibility. Astral Media Outdoor is one of Canada's leading outdoor advertising companies. With an unparalleled outdoor network, AMO offers customers close to 8,000 advertising faces in Quebec's and Ontario's key markets.

In addition, they offer proven static and electronic advertising solutions at Montreal, Quebec City and Calgary airports. Each year, new advertising formats are added to their range of products in order to better respond to their client's need for innovation, impact and results. In 2007, Astral Media Outdoor became Toronto's official and exclusive supplier of nearly 27,000 pieces of street furniture positioning the company as the street advertising leader in the Heart of Toronto. Looking to increase the efficiency of the company in the upcoming years, AMO selected Datex to implement OutField and FootPrint IMS as an enterprise solution able to manage their work orders and inventory. "We looked for a mobile solution in order to be more efficient, keep track of the activities that impact our business, and obtain more specific and standard details entered in our database" commented Jean-Guy Viau, Traffic and Charting Manager. OutField is a Mobile Field Service Management Solution designed for companies in the OOH Industry requiring field dispatching for posting, maintenance or repair services.

The system is based on the use of handhelds for field technicians providing real-time information on the completion of work orders, postings, supplies used, repair services, image capture and any other kind of information needed on the field. FootPrint IMS is an inventory management system designed to provide real-time reporting of the inventory location, status and quantity, as well as maximize the space in the warehouse, increasing the overall visibility and efficiency of the operations. Through the use of handhelds and barcoding equipment, the system increases efficiencies and productivity capturing information during receiving, put away, picking and shipping of materials and products. Astral Media Outdoor implementation will begin with a focus on bus shelters and other types of street furniture in the Toronto and Ontario area, followed by similar implementations in other markets and with other types of media. With the implementation of Datex solution, the company plans to improve their average posting time of 24 hours, maintain control of the posters and keep the company informed of clients' posters by managing inventory, reinforce security by eliminating some of their outsourced tasks, and create, maintain and manage hardware equipment maintenance. "We chose Datex because of the tools they have developed for the Outdoor Industry as well as their ability to connect their solutions with our current charting application" said Jean-Guy.

"We are really excited to include Astral Media Outdoor to the Datex family. Astral is a highly recognized outdoor media company in the Canadian market. They are the first company to combine our Field Service and Inventory Management into one solution which will provide them with real time information on the field and in the warehouse. The flexibility and scalability of our systems will provide them with the technology necessary to cover all of their current and future requirements as the company continues to grow" explained Andy Armanious, Director of Product Development for Datex.

PRIME POINT MEDIA RELEASED A NEW WEB SITE.



Check out our new site for updated product and company information, video, product photos, case studies and more. Register for our email newsletter and stay up to date on the latest PPM news, new products and markets. www.primepointmedia.com

MARKETPLACE



Start Your Own Media Franchise.

While many of us may be familiar with the Burger King, Mc Donald's or Papa John's franchises what you may not know is that you can own your own media franchise. The basic principals are the same, branding, proven method of success and support. But for most it is about what product or services would I be happy with that can produce revenues in the future. And what are my barriers to entry?

Here are just a few companies to begin your investigation into the world of outdoor advertising. Each company is unique in not just there product offering but length of time in the industry and support. So review them carefully and thoroughly. We recommend a personal one on one visit to add to your own due diligence.



Contact Person: Hal Sklar
Direct Phone: 1.866.257.6025
E-Mail:
hsklar@billboardconnection.com
Web site:
www.billboardconnection.com

The great thing about being a [Billboard Connection](#) franchisee is that it requires no previous advertising, sales or outdoor experience – although being good with people is obviously a plus. Through a combination of comprehensive classroom and in-territory training, we'll equip you with the knowledge and business savvy necessary to get your business up and running and to help make Billboard Connection the definitive name in outdoor advertising.

As a franchise owner, you can call the shots and enjoy an enviable level of autonomy and independence. At the same time, you can capitalize on a variety of big-business advantages such as:

- Higher volume bargaining power
- National connections
- Exceptional training
- And professional marketing support.



Contact Person: Tony Jacobson
Direct Phone: 1.763.488.4021
E-mail:
tony.jacobson@allovermedia.com
Web site:
www.allovermedia.com

[Allover Media](#) offers an award-winning franchise opportunity that will allow you to open a local media company with a proven system of success and support. AOM is often referred to as a "lifestyle" franchise system due to the fact that there is no storefront, no employees, or major overhead.

The goal is to build a business that is both residual and passive through providing an awesome advertising medium to local businesses at a fair price. If you are ready to fire the corporate world, start a business for yourself but not by yourself, if you are a people person and can follow a proven system of success, welcome home!



Mobil'Affiche
World Leader in Mobile Advertising

Contact Person: Maria Ross
Direct Phone: 0033 146 97 80 93
E-Mail: maria.ross@mobil-affiche.com
Web site: www.mobil-affiche.com

[Mobil'Affiche](#) is a new, original and eye-catching scrolling display system on mobile vehicles. Thanks to the recent boom in outdoor advertising, Mobil'Affiche seeks to increase its network through new partnerships all over the world.

Abroad Mobil'Affiche grants their partners an all-exclusive patent license of its advertising trucks concept for a determined territory (country/state). Mobil'Affiche ensures the successful launching by providing commercial and technical training and accompanies its partners during day to day decisions

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into your outdoor advertising
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www.PrimeStarMedia.com

NEW ENVIRONMENTAL MEDIA PLATFORMS FOR ADVERTISERS.



OUTDOOR ADVERTISING MEDIA COMPANIES ARE EMPLOYING THE SAME CORPORATE SOCIAL RESPONSIBILITY (CSR) AS THEIR ADVERTISERS. ADVERTISERS CAN NOW MATCH THEIR CORPORATE MISSION STATEMENTS AND HAVE THEM CARRIED FORWARD ON THE ADVERTISING PLATFORMS THEY UTILIZE FOR MARKETING.

AVIAD Goes GREEN. Big Benefits to Clients.

President and CEO, **Wayne Mansfield**, has announced that [Aviad](#) is the first, and only, Aerial Media Company to make a commitment to being Carbon Neutral. Setting a deadline of January 2009, Mansfield made the announcement in a public meeting in Hermosa Beach, California, challenging others to follow his lead.



Green business has become an increasingly important issue in many industries including Broadcast, Movies, Consumer Products and more. With extensive experience in Europe where fuel prices and the environment have been serious issues for decades, Aviad has developed the systems and know-how to offer spectacular airborne signage, while operating with the highest efficiency, and least impact on the environment.

Eco-Flexx™ billboards – an environmentally sound choice for print production



Doing Its Part For Our Planet

[do it outdoors](#) President and CEO Regis Maher has announced that the company will now use biodiesel fuel in its fleet of more than 100 Mobile Billboard trucks.



"We're thinking globally and acting locally" Maher says of his company's move to the nontoxic, biodegradable replacement for petroleum diesel fuel. "It's a small step but one that we hope will resonate in the local business community and beyond. We're proud to be one of the first commercial users of biodiesel in the Mid-Atlantic region."

Biodiesel fuel is made from vegetable oil, recycled cooking oil and tallow. It is essentially free of the sulfur and carcinogenic benzene found in traditional diesel fuel. Most importantly, biodiesel is derived from renewable or recycled resources which do not add significantly to the greenhouse gas associated with petroleum-derived fuels.

do it outdoors has a "solid track record of doing business in an eco-friendly manner" according to Maher. He noted that the company utilizes electric Segway I-2's and battery-powered X-Treme XB-500 scooters in its primarily urban marketing and advertising campaigns. The company is currently researching the feasibility of adding electric or hybrid automobiles to its mobile fleet.

NEXT MONTH'S ECO-EDITORIAL FEATURES:



Fuel Outdoor– Miami



Segway Outdoor